

SEBA Master – Team 23

Aventure

One sentence pitch:

Aventure is a platform that empowers wheelchair users by connecting them to verified barrier-free travel options.

Business Model Canvas in detail

Customer Segments

Aventure brings together three customer groups on its multisided platform. It facilitates interaction between private customers, hotels and restaurants and advertisers. Private customers denote travelers with specific mobility needs. This includes traveling wheelchair users of all ages, wheelchair users wanting to go out into restaurants and wheelchair users looking for a place to stay at night. Also, people too old or too sick to walk stairs are addressed.

The corporates provide barrier-free options for travelers. This includes the German mobility provider Deutsche Bahn, barrier-free verified hotels on Booking.com as well as verified barrier-free restaurants on TripAdvisor.

The platform attracts advertisers as well. This includes all companies for which the highly targeted customer group of traveling wheelchair users could be relevant.

Value Propositions

The web-app of Aventure offers numerous value propositions for the previously listed customer segments.

As depicted in the value proposition canvas, the main customer job of the (wheelchair using) traveler segment is to book suitable (barrier free) travel options. The platform enables this in different ways. Firstly, it removes a significant customer pain by providing access to a selection of verified hotels and restaurants that meet a carefully curated set of barrier free criteria, installing trust and ensuring a seamless visit. Furthermore, the user-friendly all-in-one application offers simplified and structured travel planning features (e.g., DB planning tool) resulting in time / effort savings and allowing wheelchair users to plan independently. Additionally, through the provision of personalized offers and travel packages platform users can benefit from cost savings. Finally, the web-app provides access to authentic travel blog posts and reviews from its verified wheelchair user community creating a feeling of inclusion and empowerment.

The corporate customers (hotels and restaurants) of the platform mainly benefit in two ways. Firstly, the platform offers increased exposure to potential customers, leading to higher revenues and engagement. By applying for a verification, corporate customers can demonstrate a commitment to accessibility and inclusivity and build their reputation as a socially responsible organization.

For advertisers, the web-app provides the ability to advertise products to a large, highly targeted audience. With a focus on accessibility and inclusivity, the platform offers an opportunity for advertisers to reach a specialized demographic.

Customer Relationships

Aventure makes use of different customer relationship concepts to deliver its value propositions to its customers.

The first concept is “self-service”. Wheelchair users can interact with the web-app independently and use all its features without needing any assistance. FAQ’s and help centers are put in place to make sure that the need for personal assistance is limited.

“Personal assistance” is provided through the customer support team if needed to ensure that all customers (especially travelers) have a seamless and enjoyable experience on the platform. Furthermore, a dedicated team is responsible for handling the partnerships.

Another important customer relationship concept utilized by Aventure is “community”. The platform provides a space for wheelchair users to connect, share travel experiences and review hotels / restaurants. By enabling users to interact with each other Aventure hopes to inspire wheelchair users to explore the country of Germany (for now) independently.

Channels

Aventure has multiple customer touchpoints that play a vital role in the user experience of all customer groups.

Private users are reached directly through the own website. To build awareness and attract potential customers for Aventure, the platform focuses on strategies like keyword search, targeted ads, and social media promotion. Once visitors arrive on the site, it is essential that they can easily find the information they need to make informed decisions about the value. By providing user stories, references and experiences, visitors assess whether the service is exemplary for them. If visitors make an informed decision about an option, a link instantly redirects them to a partner site. That’s where they can complete the transaction and book the barrier-free adventure. Finally, after-sales engagement is key to retaining customers and building long-term loyalty. This might involve strategies like follow-up surveys and personalized recommendations.

Corporates are reached indirectly via the platform interface of Deutsche Bahn, Booking.com or TripAdvisor. This is a very efficient and well-integrated channel to go through. Awareness can be attracted via sales outreaches and advertisements.

Advertisers are reached indirectly through the AdSense interface.

Key Activities

There are different key activities needed to deliver the previously depicted value propositions and bring the business model of Aventure to life.

First and foremost, the web-app needs to be operated, which implies that a dedicated team must make sure that all features of the platform are available and running smoothly around the clock. Another key activity is the verification of corporate partners and users since the trustworthiness of displayed offers and community content is of the utmost importance. Handling partnerships is also very important for Aventure to build strong relationships with other companies, associations, and investors. Furthermore, marketing activities are key to attract new customers and trigger network effects. Finally, the company provides exceptional customer support to ensure that users have a swift experience on the web-app. The team needs to handle difficulties and problems within a certain time frame to demonstrate the importance of its customers.

Key Resources

To perform the key activities stated above, Aventure relies on different key resources.

The first is the web-platform which enables wheelchair users to access the platforms' features. It lays the basis for all products and services of Aventure.

The staff of Aventure is the second major resource that is relevant for all key activities. This includes the development team responsible for the operation of the web-app, the verification team ensuring a high-quality verification process for corporates and users, the partnerships team responsible for building strong relationships with the partners and finally the customer support team dealing with concerns and problem of the customers of Aventure.

Aventure also relies on a reliable tech infrastructure (e.g., cloud hosting providers and other tech solutions) and initial funding / startup capital to develop and operate its platform.

Finally, Aventure is dependent on the APIs of its key partners. A specific example is the API provided by the Deutsche Bahn (DB) enabling the organization of train travels via the web-app of Aventure. This illustrates that the APIs of partners are essential when it comes to supplying the platform with data.

Key Partners

There are four key partner groups that Aventure requires to operate: affiliate partners, technology providers, associations, and investors.

The first group consists of partners like the Deutsche Bahn (DB), Booking.com and TripAdvisor. These are needed to display options for train travel, hotels, and restaurants. This is achieved by pulling the needed data via their respective API's. The affiliate partners are motivated to cooperate with Aventure since the platform likely increases booking rates and equips partners with a positive brand image.

Additionally, technology providers are important partners of the platform, ensuring that the services are deployed in a scalable and flexible manner. The providers are willing to cooperate with Aventure to increase their revenues and enhance their reputation by working with an inclusive and empowering platform.

Associations such as "Sozialverband VdK Deutschland e.V." and "Bundesverband für körper- und mehrfachbehinderte Menschen e.V." are valuable partners to increase the reach of Aventure. The depicted associations will be happy to support the platform since the wellbeing of wheelchair users, which can be enhanced by using the web-app, is their top priority.

Finally, Aventure requires investors (e.g., angel investors and venture capital) to fund initial developments. A fruitful relationship with this group of partners can also provide access to a valuable network for future endeavors.

Cost Structure

There are many different costs to take into consideration, when building and operating a travel platform, such as Aventure. In this segment the three main cost types, that have significant impact on the success of the project are described.

Development costs: cost of hiring a development team to build the web-application, including software developers, designers, project managers, and quality assurance testers.

Technology costs: cost of hardware and software required to run the application, such as servers, databases, cloud hosting, and third-party services like payment gateways and mapping APIs.

Maintenance costs: ongoing cost of updating and maintaining the application, including bug fixes, security updates, and feature enhancements.

Marketing costs: cost of branding, marketing campaigns, making platform known

The business is **value driven**, as it focuses on providing people in a wheelchair with easy and intuitive access to travel options suitable for them.

These cost types can then be further aggregated into variable costs (dependent on usage capacity of the platform) and fixed costs (occurring monthly, independent of platform traffic).

Fixed costs: (mainly) salaries, rent of office space

Variable costs: (mainly) cloud hosting costs, payment processor costs, maintenance costs

Revenue Streams

To develop the platform successfully, capital needs to be raised. Therefore, Aventure aims to raise funds from investors in form of pre-seed or angel investments. Once the platform is up and running, Aventure has the following three revenue streams (in order of contribution to overall revenue):

1. **Affiliate programs:** As affiliate of DB one percent of each booking of a DB train ticket through the platform is earned. Additionally, 5€ per new user of DB are earned. With Booking.com affiliate program each booking made through Aventure earns commission. There are several other affiliate programs possible.
2. **Premium partners:** Hotels and restaurants pay monthly subscription fee to be listed higher and to be recommended more frequently. There will be individual pricing depending on partner and service.
3. **Advertisement partners:** Advertisers are enabled to display ads on the platform via AdSense. The amount of revenue mainly depends on platform traffic and clicks.

Business Model mapping

To generate revenue, Aventure relies on a combination of several business models. By combining these models, Aventure creates a comprehensive platform that caters to the needs of wheelchair users and serves as a hub for accessible travel information.

First and foremost, the platform uses the brokerage model. As a market-maker, Aventure connects wheelchair users looking for travel options with multiple train routes, accommodations, or restaurants in a B2C context. The traveler can find the best solutions for his / her needs out of a catalog of options. Once the perfect offer is found at a preferred purchase price, Aventure provides the purchase-point click-through to the merchant. Aventure is merely acting as a third party. The revenue is generated through affiliate fees paid once a sale is done on the affiliate site.

Another business model used by the platform is the advertising model. Aventure targets a particular group - in this case, wheelchair users. This is optimized through a mix of content targeting and location-based placement. The content is highly specialized thus, Google AdSense can provide advertisements. Also, travelers look for places of interest nearby or in a place they will be soon. Hence, location-based ads can be utilized. Premium advertising partners like hotels or restaurants can pay to be placed prominently among the search results.

Finally, the platform makes use of the community model, which focuses on building a knowledge network and providing a travel community for disabled people. By doing so, the website can increase the traffic and engagement of wheelchair users. This model is particularly effective as it tackles an emotional and personal topic, which generates high levels of interest and attention.

Value Proposition Canvas

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Value Propositions

Gain Creators

- **Community and support:** the creation of a supportive travel community for wheelchair users (to share experiences, tips, and advice) establishes a feeling of inclusion and empowerment
- **Accessible and streamlined booking process:** a user-friendly process tailored to the needs of wheelchair users, providing comprehensive information on suitable journeys, accommodations, and activities allows time / effort savings
- **Personalized offers:** the combination of services in travel packages as well as displaying affordable travel options leads to cost savings

Pain Relievers

- **Partner verification:** wheelchair users can ensure, via the certificate created by appraisers, that a booked activity is suitable for their needs
- **Specialization of the web-app:** a focus on barrier-free criteria allows users to swiftly organize travels independently and prevents any inconveniences during travels

Products & Services

Main product / service: intuitive web-app allowing wheelchair users to access verified barrier-free travel options (barrier free train routes, hotels, and restaurants)

Ancillary products / services:

- Intuitive organization / planning tool for barrier-free train (DB) travels
- Comprehensible and trustworthy verification process for hotels and restaurants ensuring specific "barrier-free criteria" are met
- A user-verification process ensuring authentic reviews and blog posts
- Personalized offers and travel packages allowing cost savings

Customer Segment

Gains

- Bookings for traveling based on barrier-free criteria
 - o Booking of train routes with transitions only on barrier-free train stations
 - o Booking of verified barrier-free accommodations/ restaurants
- Feeling of inclusion
- Empowerment
- Time-savings
- Less effort needed
- More convenient traveling route
- Lower costs

Pains

- No trust in filters and other specifications on booking platforms nowadays
- Lack of independence (e.g., dependence on other travelers)
- Inconveniences when traveling
 - o No way to use train stations
 - o No way to get into rooms in restaurants/ hotels
- Free movement not possible
- Financial risks
- Loss of face

Customer Jobs

- Book travel itinerary's suitable for people in wheelchairs
- Enable wheelchair users to travel easily
- Making disabled people feel included into society
- Giving access and providing trust for travel options for people in wheelchairs
- **Co-creator:** security and trust of travel option
- **Buyer:** book travel itinerary

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Key Partners <ul style="list-style-type: none"> - Affiliate partners (DB, Booking.com, TripAdvisor) - Technology providers - Selected associations (e.g., BVKM) - Investors (e.g., angel investors, venture capitalists) 	Key Activities <ul style="list-style-type: none"> - Operating the platform - Verification of corporates and users - Handling the partnerships - Provision of customer support - Marketing of platform Key Resources <ul style="list-style-type: none"> - User-friendly web-platform - Employees (e.g., development team and customer support) - Technology infrastructure (e.g., hosting providers) - Initial funding / startup capital - Key partner API's (e.g., DB) 	Value Propositions <p>Relevant characteristics: convenience / usage, efficiency / performance, cost reduction</p> <p>Travelers:</p> <ul style="list-style-type: none"> - Access to verified hotels and restaurants ensuring specific barrier free criteria are met - Simplified and structured travel planning capabilities enabled by a user-friendly, all-in-one platform allowing time / effort savings - Cost reductions through personalized offers (e.g., travel packages) - Access to authentic travel inspirations trough reviews and blog posts (verified wheelchair user community) <p>Corporates:</p> <ul style="list-style-type: none"> - Increased exposure to potential customers - Reputation building (demonstration of commitment to accessibility and inclusivity) <p>Advertisers:</p> <ul style="list-style-type: none"> - Ability to advertise products to highly specialized audience 	Customer Relationships <p>Self-service (interaction with web-app) – travelers will be able to use all features of the Aventure platform without assistance</p> <p>Personal Assistance (customer support and handling of partnerships)</p> <p>Community (allowing travelers to share traveling experiences)</p> <p>Channels</p> <p>Travelers:</p> <ul style="list-style-type: none"> - Reached directly through the own website <p>Awareness: Keyword search, ads, social media Evaluation: User story's, references, experience Purchases: Rerouting directly to the specific App Delivery: Providing verified barrier-free options Aftersales: Post-purchase engagement</p> <p>Corporates:</p> <ul style="list-style-type: none"> - Reached indirectly through platform API of Booking.com, DB and TripAdvisor <p>Advertisers:</p> <ul style="list-style-type: none"> - Reached indirectly through AdSense 	Customer Segments <p>Type: multisided platform and niche market</p> <p>Most important customers are:</p> <p>Travelers:</p> <ul style="list-style-type: none"> - Traveling wheelchair users - Wheelchair users wanting to go out - Wheelchair users in need for a hotel - Old people <p>Corporates:</p> <ul style="list-style-type: none"> - DB - Hotels on Booking.com - Restaurants on TripAdvisor <p>Advertisers:</p> <ul style="list-style-type: none"> - AdSense partners
Cost Structure <p>Development costs: cost of hiring a development team to build the web application, including software developers, designers, project managers, and quality assurance testers.</p> <p>Technology costs: cost of hardware and software required to run the application, such as servers, databases, cloud hosting, and third-party services like payment gateways and mapping APIs.</p> <p>Maintenance costs: ongoing cost of updating and maintaining the application, including bug fixes, security updates, and feature enhancements.</p> <p>Marketing costs: cost of branding, marketing campaigns, making platform known</p> <p>→ Business is value driven, as it focuses on providing people in a wheelchair with easy and intuitive access to travel options suitable for them</p> <p>Fixed costs: salaries, rent of office space</p> <p>Variable costs: cloud hosting costs, payment processor costs, maintenance costs</p>		Revenue Streams <p>To develop the platform successfully, capital needs to be raised → fundraising from investors</p> <p>Revenue streams of operating platform in order of importance:</p> <ol style="list-style-type: none"> Affiliate programs (brokerage fees): commissions for bookings paid by partners → fixed rates Premium partners (subscription fees): monthly subscription fee to be listed higher → individual pricing Advertisement partners (advertisement fees): earnings from advertisements displayed on the platform → dependent on platform traffic and clicks 		